

FUNDAMENTALS OF DIGITAL MARKETING

COURSE BROCHURE

DIGITALLY SMART
YOUR E-LEARNING PARTNER





Welcome

The business world is evolving faster than ever before...

Digitally Smart programmes deliver **the framework and tools** needed to meet the challenges of our economy today - and tomorrow

Transform your career with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.

Why Choose Digitally Smart

- ◆ We are a **UK accredited CPD** education & training **provider**
- ◆ We partner with **universities, international organizations, non-for profit** and the **private sector**
- ◆ Our programs are **instructed by leading experts** with first-hand **industry experience**, globally
- ◆ We have an extensive reach, having delivered training across **3 continents** and more than **13 countries**

Bridging the digital skills gap

Our programs open doors to **transformation**. They address the **global digital skills gap** by future-proofing participants' careers with the skills they need to thrive in today's **ever-changing digital society**.

Some proud partners



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Course Overview



What will you learn?

Digital Marketing happens in all the digital platforms by which you **establish a communication with your audience.**

Inbound Marketing, however, is a business methodology that **attracts customers by creating valuable experiences tailored to them.**

This course will teach you how to become an effective digital marketer with an inbound-first mindset. You will learn **the techniques that are currently shaping the digital marketing industry** and you will be provided with **the tools to build a solid foundation in core digital marketing principles.**

The course combines a mix of **dynamic video-lectures, engaged discussions,** and **interactive supporting material.** Concepts are illustrated through cases of companies in diverse industries and executives will end the course with a digital transformation roadmap for their own organizations.



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Module 1: Digital channels & content marketing

Broadly speaking, all digital marketing activities can be described as either paid or organic. In this module we will look at the main difference between the two of them, and we will provide a general overview of the key channels in each. On the other hand, content marketing is the strategy to distribute valuable and relevant content to an online audience. In this module, we will examine the importance of this discipline and we will provide examples of how organizations are effectively leveraging content marketing to their advantage.

Learning objectives

- What the difference between paid and organic marketing is
- Which are the main digital disciplines, both organic and paid
- The importance and role of content marketing
- What is the content life-cycle and what content type is best suited for each stage of the purchase funnel

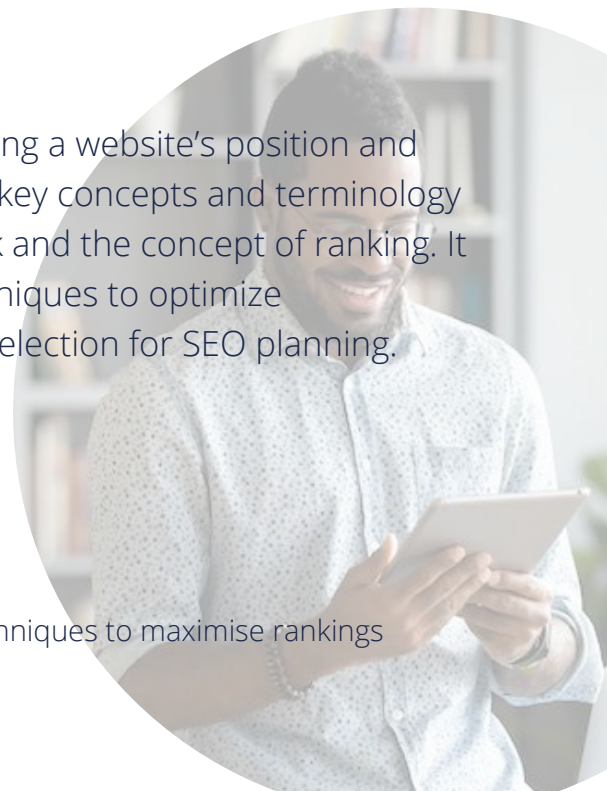
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Module 2: SEO

This module examines the various tactics for enhancing a website's position and visibility with search engines. The module covers the key concepts and terminology used in the field, explaining how search engines work and the concept of ranking. It provides the on-page and off-page optimisation techniques to optimize performance and the role of keyword research and selection for SEO planning.

Learning objectives

- How web pages are indexed in search engines
- What web rankings are
- Which are the main on-page and off-page optimisation techniques to maximise rankings
- What keywords are and how to use them effectively



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Module 3: Web analytics

This module provides a range of specialist tools to understand your web visitors and how to monitor and measure online activity. It provides the basic analytics terminology and the insights to align business KPIs with your analytics goals. Specifically, we look at Google Analytics so that you gain an understanding of its report layout while you become accustomed to sifting through the data. You will also learn to investigate whether a number or trend is good, bad, or indifferent for an organization.

Learning objectives

- The principles behind web analytics & how web data is collected
- Key Performance Indicators and how do they relate to business goals & objectives
- The building blocks of analytics reporting
- The main benefits and drawbacks of Google Analytics



Module 4: Social media

This module showcases how to effectively engage with customers across social media platforms. You will appreciate the emerging trends in the social space and the opportunity afforded by the 'always connected' social consumer. We will explore the typical uses of social media by businesses, and we will outline the fundamental principles to build a professional social presence. We will also provide a deep-dive on marketing activities within the main social networks and we will explain the different social targeting options, particularly for advertising purposes.

Learning objectives

- How businesses are capitalizing the social media opportunity
- How to leverage marketing activities on Facebook, Instagram, Twitter, LinkedIn and YouTube
- The key elements to build a social media presence
- Available targeting options



The learning journey

Our participants are at the core of everything we do. Our Digital Marketing program is **highly interactive**, resulting in drop off rates of below 2%. It is designed to provide both, digital marketing capability as well as the digital skills required to equip the future workforce. Allowing learning anywhere, anytime, 24/7 and from any location.



High definition video-lectures designed by our specialist product teams and leading industry experts



Class participation via dedicated discussion forums allow students to interact and learn from tutors and peers



Stimulate **team-work, critical thinking, and communication skills** to develop fundamental soft skills



The continuous evaluation is conducted via **graded assignments, class participation and test quizzes**



All learning materials are available anywhere, anytime, 24/7 from any location



Subject Matter Experts

The digital marketing program is designed, taught and validated by **industry experts.**

They are in continuous development, while supporting on module creation and validation as well as tutoring.